

A STUDY ON CONSUMER BEHAVIOUR ON GREEN MARKETING WITH REFERENCE TO ORGANIC FOOD PRODUCTS IN TIRUCHIRAPPALLI DISTRICT

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ABSTRACT

Background: In recent decades the concept of marketing environmental friendly products, in the aspects ranging from production to packing is getting attention to protect our environment as well as the life of human beings. Specifically the focus and awareness about organic products is increased day by day.

Objectives: Hence the researcher made an attempt find out the consumer behavior towards marketing of organic products and impact of green marketing on the purchasing behavior of organic products Tiruchirappalli district.

Methodology: To resolve the objective the researcher has collected 175 primary data with the support of structured questionnaire. And the collected data were analyzed with support descriptive analysis, simple regression and of chi square test.

Findings: The outcome of analysis shows that awareness on green products market has gained momentum and people are very much aware on the impact of inorganic products. The green marketing has notable impact on the purchasing behavior of organic products. Specifically the focus of female respondent and graduate respondents were giving more preference to organic products.

Key words: Green Marketing, Consumer Behaviour, Organic food Products

Cite this Article: M. Usharani and R. Gopinath, A Study on Consumer Behaviour on Green Marketing with Reference to Organic Food Products in Tiruchirappalli District, *International Journal of Advanced Research in Engineering and Technology (IJARET)*, 11(9), 2020, pp. 1235-1244.

<https://iaeme.com/Home/issue/IJARET?Volume=11&Issue=9>

1. INTRODUCTION

Marketing is a widely used term to describe the means of communication between the company and the consumer audience. Marketing is the adaptation of the commercial activities and use of institutions by the organizations with a purpose to induce behavioural change on a short-term or permanent basis. The American Marketing Association most recently defined Marketing as "The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." The techniques used in marketing include choosing target markets through market analysis and market segmentation, as well as understanding methods of influence on the consumer behaviour. The marketing planning creates strategies for the company to place advertising to the dedicated consumer.

In the case of non-profit organization marketing, the aim is to increase the deliver an ethos message about the organization's services to the applicable audience. Governments often employ marketing to communicate messages with a social purpose, such as a public health or safety message to citizens. It includes the coordination of four elements called the 4 P's of marketing:

- Identification, selection and development of a product,
- Determination of its price,
- Selection of a distribution channel to reach the customer's place, and
- Development and implementation of a promotional strategy.

2. TYPES OF MARKETING

2.1. Internet Marketing

Internet marketing is any marketing strategy that takes place online. Also referred to as online marketing, it encompasses a variety of marketing forms like video advertisements, search engine marketing and e-mail marketing. It is the opposite of offline marketing, and can also fall under digital marketing. Internet marketing needs a good approach in areas of design, development and advertising. A company with a total web site marketing plan will have more success online than one that has just designed a web site without thinking of how to market their company through it. This is one of the popular mode of marketing today and consumers are feeling good about the features of online marketing (Gopinath, 2019a).

2.2. B2B Marketing

Any type of business, whether an organization, individual, government or other institution that markets to other businesses is involved in business to business marketing. Since, B2B marketing involves companies trying to sell mass quantities of product to one another, there is a more personal relationship that needs to be established between businesses. If your company sells to other businesses, your marketing efforts will most likely be more direct.

2.3. B2C Marketing

Businesses to consumer marketing campaigns try to reach a category of people that will be likely to purchase their product or service. The marketing efforts the company takes should be broader than B2B, which focuses on specific companies. B2C marketing can involve different marketing techniques such as door to door marketing, promotion marketing, newspaper marketing, television marketing and radio marketing. Mostly they try to reach people through branding (Gopinath & Irismargaret, 2019).

2.4. Mobile Marketing

Along with Internet marketing, mobile marketing is part of the newest groups of marketing activities. Companies have been experimenting with the certain ways to reach consumers through their phones, especially with the rise of Apple's iPhone. Some ways to marketing a product or service through a mobile phone include SMS marketing, in-game marketing, banner marketing on different web pages and location based marketing.

2.5. Telemarketing

A form of direct marketing, telemarketing focus is on reaching consumers by phone. Most of what we think of as telemarketing is cold call marketing, which is unpopular and has led to laws being created against it. However, telemarketing can be effective if the right person is reached on the phone at the right time.

2.6. Green Marketing

Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising.

Environment is one of the reason because of which the green marketing emerged. According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Green marketing refers to holistic marketing concept wherein the product, marketing consumption on disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch into green products and services.

Many people believe that green marketing refers solely to the promotion and advertising of products with environmental characteristics. Generally terms like phosphate free, recyclable, refillable, ozone friendly and environment friendly are most of the things consumers often associated with green marketing. Yes, green marketing is a golden goose. As per Polonsky, green marketing can be defined as, "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of their needs and wants occur with minimal detrimental input on the national environment." Green marketing is also called environmental marketing/ecological marketing. As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable. There is growing interest among the consumers all over the world regarding the protection of the environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for the growing market for sustainable and socially responsible products and services. Now this has become new mantra for marketers to satisfy the needs of consumers and earn better profits.

Characteristics of Green Products

- We can define green products by following measures:
- Products those are originally grown
- Products those are recyclable, reusable and biodegradable.

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- Products with natural ingredients
- Products containing recycled contents and non toxic chemical.
- Products contents under approved chemicals.
- Products that do not harm or pollute the environment.
- Products that will not be tested on animals.
- Products that have Eco-friendly packaging i.e. reusable, refillable containers etc.

Evolution of Green Marketing

There are three phase in the evolution of green marketing:

- Ecological green marketing.
- Environmental green marketing.
- Sustainable green marketing.

Reasons for Green Marketing

- Opportunities available and competitive advantage.
- Corporate social responsibility on the part of companies.
- Government regulations.
- Competition with other responsible companies.
- Goodwill of the company.
- Environment conscious consumers.
- For conserving scarce natural resources

Some of the advantages of green marketing are as follows

- It ensures sustained long-term growth along with profitability.
- It saves money in the long run, although initial cost is more.
- It helps the companies to market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage.
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company.
- It promotes corporate social responsibility.

The marketing strategies for green marketing include the following points

- Marketing audit (including internal and external situation analysis). Develop a marketing plan outlining strategies with regard to the four P's of marketing.
- Implementation of the marketing strategies.
- Proper review of results.

Challenges of green marketing

- Green products require renewable and recyclable material, which is costly.
- Problems of deceptive advertising and false claims.
- Requires a technology, which requires huge investments in research and development.

- Majority of the people are not aware of green products and their uses.
- Majority of the consumers are not willing to pay a premium for green products.
- Educating customers about the advantages of green marketing.

Companies such as Tata Motors, Maruti Suzuki, Canon, Toyota, Philips, NTPC and McDonald's following green marketing. Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing. Green marketing should not be considered as one more approach to marketing. It has to be pursued with much greater vigor as it has environmental and social impact. With global warming looking largely, it is important that green marketing becomes the norm rather an exception, or just a fad.

The way the consumer perceives the product and the customer's attitude are the main factors which determine the success of the product (Gopinath & Kalpana, 2019). In such a way this study attempts to study the behavior of consumer towards Organic food products.

3. OBJECTIVES OF THE STUDY

- To study the consumer opinion and behavior on organic products.
- To measure the impact of green marketing on the purchasing behavior of organic products.
- To analyze the influence of demographic variables on consumer opinion and behavior.

4. SCOPE OF THE STUDY

The research study has covered green marketing with special reference to Organic food products for knowing Customer behavior at Tiruchirappalli district. People today has become more concerned with natural environment, people are more conscious about Eco- friendly products or green products and about their own safety & welfare which lead to emergence of organic product consuming practices and it is developed the concept of organic marketing.

5. STATEMENT OF THE PROBLEM

The study is conducted to know the problem faced by using non-organic product which has chemical fertilizers, pesticides input to get more yield of the products. Today the world requires new decisions and innovations which are leads to green marketing environment and also to create a new marketing condition to the potential buyers. Usage of pesticide causes harmful to the consumers. Now a day the consumers have got awareness on organic products and started buying and utilizing for their regular consumption. The researcher shows interest on the positive impact of green marketing concept to the society. Thus, this particular study has been carried out.

6. METHODOLOGY

6.1. Source of data and methods of data collection

This study is based on primary and secondary data. Primary data were collected with the support of structure questionnaire and the secondary data were collected from various books and journals.

6.2. Population and sample size

Hence the population size is infinite, 175 samples were collected and the samples were selected using purposive sampling technique.

6.3. Statistical tools

- Descriptive analysis has been used to describe the collected data.
- Chi-square test

6.4. Limitation of the study

- The most of the respondents are hesitating to share their views.
- The study is restricted to 175 respondents only.
- The data is mainly based on primary sources only.
- The survey restricted to Tiruchirappalli city only for organic products.

7. REVIEW OF LITERATURE

Das *et al.* (2012) have described that, in today's modern trading era, green marketing is considered a major trend. Public awareness about environmental issues and awareness on the toxins in inorganic products are becoming the causes. "Yet defining green marketing is not a simple task where several meanings intersect and contradict each other."

A study by Babita Saini (2013) proposes that the challenges both for marketing specialists and for consumers, raised by the concept of green marketing, are due to several issues, such as the lack of an acceptable definition for green marketing, the absence of a clear understanding of cause-and-effect relationships in matters affecting the environment, and the overt and covert reasons for concern about such issues.

Gopinath (2019 b) explained that, when it comes to purchase of fast moving consumable goods (FMCG), people are do concern about the ingredients. They prefer nontoxic, organic ingredient products, than that of others. This compels the manufactures to go green, from production to marketing to withstand their market.

The study of Bhatt (1993) suggests since inputs, manufacturing processes, distribution, use and disposal methods are decided during the design stage, any company venturing out with a Green marketing program must start with green design. Presents source reduction and waste management strategies to cut down wastes, and also presents a method to compare green design alternatives which can provide designers with guidance to select superior designs. As a product must meet several criteria, suggests a concurrent rather than sequential product development approach. And he concludes by insisting that top management should give priority for green marketing.

Even though the offers and discounts plays a considerable role in purchasing decision Gopinath, & Kalpana (2011), this was same in the case of green marketing and people are not much concerned about the offers and discounts, they don't even bother if the price is little higher than the inorganic products (Syeda, 2011).

A study by Peter Kangis (1992), proposes that the challenges both for marketing specialists and for consumers, raised by the concept of green marketing, are due to several issues, such as the lack of an acceptable definition for green marketing, the absence of a clear understanding of cause-and-effect relationships in matters affecting the environment, and the overt and covert reasons for concern about such issues.

Saxena & Khandelwal (2010) explored that Green Marketing covers more than a firm's marketing claims has pointed out that Green Marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of Green Marketing. Thus Green Marketing is a golden goose, and can be a very powerful marketing strategy though when it is done right.

8. ANALYSIS AND INTERPRETATION

8.1. Impact of Green Marketing on the Purchasing Behavior of Organic Products

Simple Linear Regression Analysis Results of data analysis by computer processing based on calculation SPSS, then obtained the value of parameter constants and preconception parameter values to complete the regression model that has been formulated.

The linear regression equation formed is as follows: $\hat{Y} = 25609.271 + 0.641X + e$

In the above equation, the intercept coefficient of 25609.271 indicates the quantum of organic product purchasing behavior without the influence of green marketing. The regression coefficient of 0.641 indicates that each increase of 1 unit of green marketing will increase the organic product purchasing behavior by 6.41 per cent. It also shows that if the green marketing variables increases, then the organic product purchasing behavior will also increase.

The equation of the research result is as follows: $\hat{Y} = 0.641 + 0.611X + e$

Influence of Demographic Variables on Consumer Behavior on Organic Product purchase

Table 1 Demographic Variables and Consumer Behaviour

| Demographic Variables | Consumer Opinion | | | | | | Total | Chi square value | P value |
|--|---------------------|-----|----|----|----|-----|-------|------------------|---------|
| | Category | SDA | DA | NA | AG | SAG | | | |
| Age | Below 25 | 5 | 7 | 9 | 25 | 15 | 61 | 86.235 | 0.001** |
| | 26 – 30 | 4 | 7 | 10 | 15 | 15 | 51 | | |
| | 31 – 35 | 4 | 5 | 5 | 14 | 9 | 37 | | |
| | 36 – 40 | 5 | 6 | 0 | 3 | 4 | 18 | | |
| | 41 and above | 0 | 0 | 0 | 5 | 3 | 8 | | |
| Marital Status | Married | 7 | 8 | 10 | 25 | 32 | 82 | 14.345 | 1.258 |
| | Un Married | 0 | 2 | 6 | 21 | 28 | 67 | | |
| | Single | 0 | 0 | 3 | 8 | 15 | 26 | | |
| Qualification | Up to school level | 6 | 6 | 0 | 0 | 4 | 16 | 89.245 | 0.001** |
| | Diploma | 6 | 5 | 3 | 5 | 13 | 32 | | |
| | Graduate | 5 | 3 | 6 | 10 | 18 | 42 | | |
| | Post graduate | 0 | 0 | 10 | 19 | 26 | 55 | | |
| | Professional degree | 0 | 0 | 2 | 12 | 16 | 30 | | |
| Family Type | Joint family | 09 | 08 | 10 | 31 | 40 | 98 | 26.734 | 2.563** |
| | Nuclear family | 0 | 0 | 16 | 26 | 35 | 77 | | |
| Monthly Income | Below 10000 | 4 | 2 | 0 | 8 | 2 | 16 | 79.179 | 0.001** |
| | 10001 – 20000 | 4 | 3 | 7 | 32 | 26 | 41 | | |
| | 20000 – 30000 | 0 | 2 | 6 | 12 | 24 | 72 | | |
| | Above 30000 | 0 | 2 | 4 | 15 | 19 | 46 | | |
| ** <i>1 per cent level of significance</i> | | | | | | | | | |

- There is a significant association between age of the respondent and their behavior on organic products, youngsters has better perception than old people. Gopinath (2020 c) inferred that the age of the respondent was more influenced.
- There is no prominent relationship between gender of the sample and behavior on organic products. Where the study of Gopinath (2011) states that the perception of male and female are different in certain circumstances.
- Qualification of the respondent has association with their opinion on organic products. Graduates, Post Graduates and professionals are comparatively feeling good about

organic products than that of respondents with school education and diploma. Similarly Gopinath (2020 a: 2020 b) deciphered that the role of Demographic Characteristics.

- Family type of the respondent has no influence on buying behavior of organic products
- There is a notable association between monthly income of the respondent and buying behavior of organic products, the respondents with low income are disagreed whereas with good income are agreed about benefits of organic products.

Consumer Opinion and Behavior on Organic Products

- 88% of respondents are aware of green products.
- 56% can pay more for organic products.
- 63% have agreed that they are getting enough information about the products while 47% not.
- 76% of the population in the sample agrees or strongly agrees that the organizations should practice green marketing.
- Majority of the people are not concerned about organizations polluting environment as 65% are neutral regarding the issue.

9. SUGGESTIONS

Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential. There are some suggestion that an organizations should implement for catering challenges of green marketing and successful exploitation of green marketing. These are as follows;

- It is very needed to open organic products marketing shops in every extension areas of the Tiruchirappalli.
- To create more awareness about organic products towards consumers with especially to the male respondents (Gopinath & Kalpana, 2019).
- Green marketing campaign should be arranged to make resolution in India.
- Necessary advertisement should be given by the marketers to describe the details of the organic foods products.
- Consumers must be motivated to know benefits of the organic food products
- The marketers and Government should educate the importance of the organic food products to the younger generation.
- Sustained improvement in product features would lead to increase in consumption of organic food products.
- The attitudes of “never buying” could be modified by educating consumers on the benefits of organic food products.
- The marketers should put more concentration on the price, quality and deliver of the organic products.
- The literate people should educate to the unknown person about that organic products is necessary to our healthy life and it protects our environment of the world.
- Everyone should come forward to know the differences of the organic products and non-organic products to protect ourselves.

10. CONCLUSION

Now a day's our life time is gradually reduced by the occupation of non-organic food products. If it is playing its role in future the natural calamities will make lot of consequence in the world. Hence this is the right time to select "green marketing" globally. It will come with drastic change in the world of business if all nations will make strike rules because green marketing is very essential to save the world from the pollution. Green marketing is a tool for protecting the environment for future generation. It is not going to be an easy concept. The firm has to plan and then carry out research to find out how feasible it is going to be succeeding in the market. Hence the marketers and government should take the necessary steps to protect our people as well as our environments for our future endeavor.

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